CLAIMS

1.   (Original)   A method of placing ads in a digital video stream, comprising:

detecting that the digital video stream should change from a first mode to a second mode;

obtaining an ad, wherein the ad is determined by a relationship between the first mode and the second mode; and

placing the ad into the video stream prior to displaying the second mode.

2.   (Original)   A method of claim 1, wherein the relationship between the first mode and the second mode is a lead-in.

3.   (Original)   A method of claim 1, wherein the relationship between the first mode and the second mode is a lead-out.

4.   (Withdrawn)   A method of claim 1, wherein the relationship between the first mode and the second mode is a quick-skip.

5.   (Withdrawn)   A method of claim 1, wherein the relationship between the first mode and the second mode is a transition.

6. (Withdrawn) A method of claim 5, wherein placing the ad includes wiping the ad across the video stream wherein the ad incrementally enters the display prior to the second mode incrementally entering the display.

7. (Original) A method of claim 1, wherein the ad is obtained in real-time.

8. (Original) A method of claim 1, wherein the ad is further determined by an ad placement engine.

9. (Original) A method of claim 1, wherein the ad is further determined by previously collected user information.

10. (Original) A method of claim 1, wherein the ad is further determined by an ad placement engine using context information and previously collected user information.

11. (Original) A method of claim 1, wherein the ad is placed in a digital video recorder.

12. (Original) A method of claim 1, wherein the ad is an animation.

13. (Original) A method of claim 1, wherein the ad is dynamically placed.

14. (Original)   A method of placing ads in a digital video stream, comprising:

detecting that the digital video stream should change from a first mode to a video playback mode;

obtaining a lead-in ad; and

placing the lead-in ad into the video stream prior to displaying the video playback.

15. (Original)   A method of placing ads in a digital video stream, comprising:

detecting that the digital video stream should change from a video playback mode to a second mode;

obtaining a lead-out ad; and

placing the lead-out ad into the video stream prior to displaying the second mode.

16. (Withdrawn) A method of placing ads in a digital video stream, comprising:

detecting that the digital video stream should change from a first video playback mode to a second video playback mode, the first video playback mode and the second video playback mode referring to different points of time in a video segment;

obtaining a quick-skip ad; and

placing the quick-skip ad into the video stream prior to displaying the second mode.

17.   (Withdrawn) A method of placing ads in a digital video stream, comprising:

detecting that the digital video stream should change from a first mode to a second mode;

determining that the relationship between the first mode and second mode is not at least one of a lead-in mode change, a lead-out mode change or a quick-skip mode change;

obtaining an transition ad, wherein the ad is determined by a relationship between the first mode and the second mode; and

placing the transition ad into the video stream prior to displaying the second mode.

18.   (Original)   A method of placing ads into a digital video stream, comprising:

receiving notification that the digital video stream should change from a first mode to a second mode;

obtaining an ad, wherein the ad is determined by a relationship between the first mode and the second mode; and

sending an ad to be placed into an output video stream prior to displaying the second mode.

19.   (Original)   A digital video recorder for placing an ad into a digital video stream, comprising:

means for detecting that the video stream should change from a first mode to a second mode;

means for obtaining an ad, wherein the ad is determined by a relationship between the first mode and the second mode; and

means for placing an ad into an output video stream prior to displaying the second mode.

20.   (Original)   A computer software product having instructions stored thereon for instructing a computer to perform a method, comprising:

instructions configured to detect that the video stream should change from a first mode to a second mode;

instructions configured to obtain an ad, wherein the ad is determined by a relationship between the first mode and the second mode; and

instructions configured to place an ad into an output video stream prior to displaying the second mode.